FRESH

2OCEANSVIBE ONLINE NEWS AND RADIO - THE ORIGINAL

FOR THE MOST UP TO DATE NEWS, VIEWS, REVIEWS & ENTERTAINMENT IN SOUTH AFRICA AND INTERNATIONALLY.
THIS IS WORD OF MOUTH

100% private and independent, 2oceansvibe.com has been delivering a careful mix of aggregated and original news for over a decade. That's not going to stop. Neither will the daily conversations you have about our irreverent yet relevant content.
THE NUMBERS

- Founded in 2002
- ‘Best blog of the year’ every year before converting into a recognised news platform
- 2.7 million unique readers in 2013
- 300% growth on 2011’s uniques
- 321,765 unique visitors in December 2013
- 29,500 Twitter followers (1,000+ interactions per week)

2oceansvibe publishes between 15 and 25 articles a day, delivering a careful mix of original and aggregated content. The stuff people really talk about. Business, Tech, Entertainment, Politics. - and just enough of each. With some native advertising in-between.

Source: Google Analytics
THE AUDIENCE

Our audience has disposable income and is highly aspirational. They are in tune with popular culture and trends, both locally and internationally. They are influential in their social and business circles and are time-starved and information hungry. As a result, they value convenience and are prepared to pay a premium for quality.

- 60% male
- 20 - 35 years
- LSM 12 - 14
- Opinion leaders 20 - 35
- 70% SA readers (75% CT and 20% JHB)
- 41% access via mobile / tablet (48% Apple)
- 37% returning visitors (1 million uniques in 2013)

Source: Nielsen + in-house survey of 1,000 readers
‘THE VIBE’

Careful long-term alignment with like-minded brands underpins the aspirational lifestyle motto and ethos that 2oceansvibe and its readers live by:

“Work is a sideline - Live the holiday.”

Discounted long-term partnerships are available. Right of approval reserved.
Due to the number of news and blog sites linking to 2oceansvibe and because we have been running since 2002, we have built up a high Google Page Ranking. This means that our content has every chance of doing well in Google for topic / brand-specific searches.

What this means is your brand will have a good chance of being seen by people searching for it on Google, irrespective of whether they use 2oceansvibe or not.
EDITORIAL

With our intimate knowledge of this audience, your campaign objectives and material is tailored-fitted into the news flow with punchy click-inducing headlines.

- Native advertising
- Relevant, engaging content
- Communicate key brand messages through well-executed content
- Create audience engagement

R7,500
250 words, with link and logo
MORNING SPICE

Published by 8am every morning, the Morning Spice provides readers with a daily snapshot of world headlines that matter

- Short excerpts with links
- Most popular category on the site
- Brand messages packed within the readers' daily news headlines
- Encourage clickthrough to online brand-owned platforms

R3,000
30-50 words with link
SPONSORED POSTS

Brands can align themselves with already developed content, by attaching a call to action and message at the bottom of the content piece.

• Highly effective as content marketing
• Align brand with high-traffic news stories that share the brand’s value.
• Include logo and URL for audience engagement opportunities.

R2,500

Logo and link
BANNERS

728 x 90
300 x 250
640 x 300

ALL BANNERS R350 CPM

CPM means cost per thousand. So every 1,000 banner impressions, has a cost of R350
Nothing packs a punch like a Homepage Takeover

Besides owning the background, the HP takeover also includes 728x90 and 300x250 banners set to your brand exclusively.

R10,000 for 24 hours
• 29,400 followers
• All news posts are tweeted
• 1,000+ interactions per week
• 5 million impressions per week
• 10% of all website traffic
• 2,588 likes

• Every website post is also posted on Facebook
“As a new startup in South Africa looking to make an impact, we were astounded by 2oceansvibe and the uptake of their audience. We couldn't have grown as fast without them and take great pride in our association”

- Anthony Le Roux
- UBER
Our website had a 220% visitor increase on the day the post was published and a further 80% to 150% increase over the following 5 days after the posting. Having spent money on household magazine advertising and shows at a great expense, I can tell you 2oceansvibe smashes the opposition.
Did the campaign live up to our expectations? When storeowners are calling for a product before it has been officially released into the market, you know you have a healthy word of mouth out there!

Dino D'araujo – Jack Daniel's (RGBC)
For further information regarding brand strategies and media offerings, including 2oceansvibe radio, please get in touch.

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